AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

LISTING OF CLAIMS:

Claims 1-31. (Canceled)

32.   (Previously Presented) A method comprising the steps of:

receiving payment from a purchaser for a certificate for an online product of a vendor, said certificate comprising an authorization code having at least one characteristic that identifies said purchaser;

providing said certificate in a physical form to said purchaser;

receiving entry of said authorization code on a web site via which said online product can be obtained, wherein said authorization code is entered on said web site by a user to whom said certificate has been transferred from the purchaser;

determining the identity of said purchaser from the authorization code received from said user; and

providing said online product to said user in response to entry of said authorization code.

33.   (Previously Presented) The method of claim 32, wherein said certificate designates a specific online product of the vendor to be provided to the user.

34.   (Previously Presented) The method of claim 32, wherein said online product pertains to the funeral industry.

35.   (Previously Presented) The method of claim 32, wherein said certificate is made of paper.

36.   (Previously Presented) The method of claim 35, wherein said certificate comprises multiple pages of material.

37.   (Previously Presented) The method of claim 32, wherein said certificate entitles the user to obtain the online product for no fee.

38.   (Currently Amended) The method of claim 32, wherein said certificate ~~entitle~~ entitles the user to obtain the online product at a reduced fee.